



2015-16 Flu Vaccination Challenge

Improving Flu Vaccination Rates at Michigan Colleges and Universities



OCTOBER 14, 2015

IN THIS ISSUE

Challenge Update

Challenge Leaders

As of Wednesday, October 14, the following schools in each category are leading the 2015-16 Flu Vaccination Challenge.

Small (10,000 or less students): Calvin College

Medium (10,001 to 25,000 students): Oakland University, with Wayne State University very close behind

Large (25,001 or more students): Michigan State University

We will post leaders for each category on a monthly basis via MDHHS social media ([Facebook](#) and [Twitter](#)) and on the [Flu Challenge Webpage](#). We will do our best to tag your institutions in the posted messages. We will not include specific information on flu vaccination coverage levels or doses administered by school in MCIR.

Enrolled Schools

We now have 17 schools officially enrolled in the challenge! Schools that have stepped up to the Challenge include:

Albion College
Alma College
Aquinas College
Calvin College
Eastern Michigan University

Ferris State University
Grand Valley State University
Hope College
Kalamazoo College
Michigan State University
Muskegon Community College
Oakland University
Rochester College
Southwestern Michigan College
University of Michigan
Wayne State University
Western Michigan University

September Webinar Slides

Thanks to all who were able to participate in the September 15 kick off webinar – part 2. Slides are available on the [Flu Challenge webpage](#).

November 10 Webinar

Save-the-date for the next scheduled bi-monthly webinar on Tuesday, November 10, 2015 at 12:00 p.m. EST. Topics to be discussed include: Flu Challenge progress update, flu surveillance update, new and updated vaccine recommendations for young adults, and personal stories of families with young adult children who were negatively impacted by vaccine-preventable diseases.
<http://breeze.MDHHS.train.org/immunize/>
Dial-in: 1-877-336-1828
Passcode: 2499503



Challenge Update & Nov. Webinar
Page 1



FAQs

Page 2



Social Media Messages

Page 2



Campaign Materials

Page 3



Update from Alana's Foundation

Page 4

Frequently Asked Questions

Campaign rules and regulations were distributed in late August in an effort to be fair and consistent across schools. While we are in no way going to serve as the "challenge police" we do want to be clear and transparent about the rules associated with the challenge, and the overall goals of the challenge.

Who is the target audience for this challenge?

The intended target audience for the 2015-16 College/University Flu Vaccination Challenge are college-aged young adults. Last year we analyzed the data collected from Survey Monkey and found that there were quite a few individuals who took the survey who were 50, 60, and even 70 years old. Of course, flu vaccination is important for all age groups, however, the purpose of this challenge is to increase vaccination rates among college-aged young adults.

Can faculty and staff take the survey?

No. Faculty and staff cannot take the survey poll that is intended for students. While MDHHS recognizes the importance of flu vaccination for all ages (everyone 6 months of age and older, every year!), the challenge is focused on college-aged young adults. If you would like to conduct a separate challenge on your campus for faculty and staff, that is a great idea, but it must be kept separate from this challenge.

Can our health center take the self-reported vaccination poll for students?

No. College health centers are NOT permitted to enter data into the survey for students. Students must take the survey themselves. Beyond increasing coverage levels, the goals of this challenge are to raise awareness of the importance of flu vaccination among young adults and get students talking about the flu.

Are we required to enter data into MCIR?

According to the challenge rules, all enrolled schools are required to enter all flu vaccine doses administered by the health center into MCIR. While we would still like to keep this rule intact, we are willing to work with those of you who are unable to get all data into MCIR this season.

You will not be eliminated from the challenge if you do not enter doses into MCIR, although this is an immunization best practice. Data obtained from MCIR will be used to determine additional award winners. If your school doesn't enter data into MCIR, you will not be eligible for the additional awards but you can still win the overall challenge for your size category based on the self-reported survey data.

Remember, state law requires health care providers to enter immunizations (including flu) administered to every child born after December 31, 1993 and less than 20 years of age into MCIR.

How are overall winners determined?

The institutions (small, medium, and large) with the highest percentage of flu vaccination coverage (number of students who took the survey divided by the undergraduate student population) will win the challenge. Three awards will be given out.

For additional clarification, please download the Rules and Regulations document.

- Go to: www.michigan.gov/flu
- Click on "College and University Flu Vaccination Challenge"
- See "Campaign Materials" section



Social Media

MDHHS has developed [sample social media messages](#) for your school to use to help promote the Challenge. General influenza vaccination social media messages are also available in the [college toolkit](#). All messages can be customized to meet your institutions' needs. Don't forget to use the official Flu Challenge hashtags and accounts below, as this will help in our tracking purposes to see the reach of our messages.

- #MIFluChallenge
- #MIFluSelfie



Stefanie DeVita, Influenza Epidemiologist, getting her annual flu shot. Show us your #MIFluSelfie!



Courtnay Londo, Adolescent & Adult Immunization Coordinator, giving a thumbs up for flu protection.

Printed & Electronic Campaign Materials

By now you should have received printed versions of the official Flu Challenge Campaign Poster with participating schools' logos and a link to the self-reported survey. The most up-to-date version of this poster can be found on the Flu Challenge webpage.

Additional [electronic resources](#) are also available for you to print and download, with limited quantities available in pre-printed formats. Materials that are available include:

-Two vaccine-preventable disease story posters – including [Niko's story](#) and [Ashley's story](#)

-[Flu and You Infographic Poster](#), targeting college-aged young adults

Be sure to post these materials in your health center and around campus at health professions schools, residence halls, cafeterias, and other buildings where students congregate.

Interested in Printed Materials?

To reiterate, we have a small stockpile of materials at MDHHS so if you need more posters or flyers for your health center or other groups on campus, contact Stefanie or Courtney and we will send some your way.

RESOURCES

[2015-16 Flu Challenge Webpage](#)

[College/University Flu Vaccination Toolkit](#)

[Sample social media messages](#)

[Flu Infographic for Young Adults](#)

[Flu Monthly Posters in English and Spanish](#)

[Vaccine-Preventable Disease – Personal Stories](#) (scroll to bottom of page)



UPDATE FROM ALANA'S FOUNDATION



Need Help Spreading the Word about the Importance of Flu Vaccine?

Alana's Foundation (AF) has partnered with MDHHS on the 2015-16 Flu Vaccination Challenge and they are available to:

- Strategize on ways to make this campaign a success at your school
- Travel to health fairs and other on-campus events, as schedules permit

We shared participating schools' contact information with AF, so you may be hearing from them during this year's Challenge.

Vaccine Assistance Grants Available to Enrolled Schools

[Vaccine assistance grants](#) are available from AF to all schools enrolled in the 2015-16 Flu Vaccination Challenge. Currently, four schools have applied for and received grants.

Flu vaccine must be used on uninsured and underinsured students at no cost and no administration fee can be assessed. Acknowledgement and recognition that vaccines were provided from AF must be given in all press, promotions, signage, and flyers.

To apply for this grant opportunity, visit the [grant request page](#) or contact info@alanasfoundation.org.

Other AF Updates

[About Alana's Foundation - Video](#)

[Alana's Foundation In the News](#)

Mom Knows Best PSA

Don't forget to utilize the ["Mom Knows Best" PSA](#) that was developed during last year's Flu Challenge. We encourage all of you to post the [PSA](#) on your social media sites and to distribute to students in whatever way that you can.



The traveling Alana's Foundation Memorial trophies could be yours this year!